MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BEL 1014 – ELECTRONIC COMMERCE

(All sections / Groups)

17 OCTOBER 2019
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTION TO STUDENTS

1. This question paper consists of 2 pages (including cover page) with 4 questions only.

2. Attempt ALL FOUR questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please print all your answers in the Answer Booklet provided.

Question 1

a) Describe the five primary revenue models used by e-commerce firms.

(15 Marks)

b) Describe following five services currently available through the Web.
1. E-mail
2. Messaging
3. Online forums
4. Video conferencing
5. Video chatting

(10 Marks)

Question 2

a) Describe the eight most important factors impacting the e-commerce website design, and how do they affect a site's operation?

(15 Marks)

b) Compare and contrast firewalls and proxy servers and their security functions.

(10 Marks)

Question 3

a) Explain how versioning works in e-commerce. How is this different from dynamic pricing.

(10 Marks)

b) Define universalism, slippery slope, the New York Times test, and the social contract rule as they apply to ethics.

(15 Marks)

Question 4

a) Discuss at least eight potential benefits of Business to Business (B2B) e-commerce.

(15 Marks)

b) Explain how does spoofing threaten an e-commerce website's operations.

(10 Marks)

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